

INDEX OF ARTICLES

ATLANTA ECONOMIC REVIEW

PUBLISHED IN 1973

The following pages contain a listing by title, author, and subject of articles published in the ATLANTA ECONOMIC REVIEW during 1973.

Published by the Publishing Services Division, School of Business Administration, Georgia State University, the ATLANTA ECONOMIC REVIEW is circulated to about ten thousand business executives, government administrators, university faculty, students, and librarians. Geographic distribution is national but largely to the Southeast. Articles are published on every aspect of business, economics and associated sciences, with constant coverage of new thinking on management, marketing, insurance, finance, education, careers, manpower, taxation, urban problems and development, social involvement and the environment. Much attention is paid to specific industries and their problems, as well as topics ranging from local to international interest.

Reprints are available at \$2.00 each and additional copies thereof at \$.75 each. They may be obtained by sending a check or money order, payable to Georgia State University, to: Order Department, Publishing Services Division, School of Business Administration, Georgia State University, Atlanta, GA 30303.

Accounting for Human Resources, Another Accounting Alternative
James D. Blum July-August

Analysis of Growth in the Electric Power Industry
David L. Scott and L.D. Belzung July-August

Analyzing Key Economic Sectors of Atlanta
Danny Bellenger and Ugas Yavas May-June

Application Application
Warren S. Blumenfeld May-June

Application of a New Psychometric Method to an Old . . . Design . . . Or, Just Joshin'
Warren S. Blumenfeld, William L. Godbey, and Joshua C. Blumenfeld May-June

Atlanta's Housing Imbalance
Howard Openshaw May-June

Barriers to Minority Employment
Michael Jay Jedel and Duane Kujawa Nov.-Dec.

Brainwaves for Businessmen
Ivan E. Imes and E.L. Weigand Nov.-Dec.

Brazilian Market for Georgia Products, The
C.G. Alexandrides March-April

Business—A Philosophy of Life?
William H. Frey July-August

Capital Budgeting Problems in Companies With Internationally Distributed Investments
David A. Ricks and Stanley R. Jewell Nov.-Dec.

Census Data Are Valuable to Businessmen
Adele Kushner and Jere Atchison March-April

Changing Pattern of Activity Location in the Atlanta Metropolitan Area, The
Sid Davis and Truman A. Hartshorn July-August

Constant Growth Rate Assumption in Discounted Cash Flow Cost of Equity Analysis, The
Merwyn L. Elliott Sept.-Oct.

Consumer Awareness vs. Habits of Mortgage Credit
William H. Bolen July-August

Corporate Images Are Products Too!
Charles F. Steilen and David H. Furse Sept.-Oct.

Creating Markets for New Products: Some Dimensions of the Sales Forecasting Problem
George C. Sawyer Nov.-Dec.

Data Base Complexities and Problems in the Atlanta S.M.S.A.—A Plea for Standardization
Sanford H. Bederman and James R. Miller Sept.-Oct.

Dealer's Compliance Costs: Georgia Sales and Use Taxes
Yezdi K. Bhada Nov.-Dec.



Demand for Money: Some Policy Applications, The
J.D. Stolen Nov.-Dec.

Differences in Rural Health
R.J. Knobel, James Easter, and James Hamill. . . Sept.-Oct.

Economic-Base Multiplier for Atlanta, An
Lawrence S. Davidson and William A. Schaffer
. July-August

Economic Determinants of Physician Distribution in Georgia
Richard F. Wacht Sept.-Oct.

Economic Impact of the University
Ronald M. Zigli May-June

Economic Outlook for 1972-1973
C. Richard Long Jan.-Feb.

Economic Setting for America, Midyear-1973, The
James L. Green July-August

Employment Income Versus Welfare Income: A Break-Even Analysis
M. Dean Ethridge Nov.-Dec.

Financial Analysis for Small Businesses
Constantine Konstans and Randall P. Martin . . March-April

Financial Analysis for Small Businesses: An Application of the Model
Constantine Konstans May-June

Financial Management and Planning in Local Government
James C. Snyder Nov.-Dec.

Food Prices and Food Purchasing Power of Labor Earnings
Joseph C. Purell Sept.-Oct.

Framework for Functional Coordination, A
Harold W. Fox Nov.-Dec.

Future Shock in International Finance
Ed B. Flowers March-April

Generation Gap Employee: Management's Newest Challenge, The
Paul W. Cummings Jan.-Feb.

Georgia Economic Model—A Nontechnical Lesson in Input-Output Analysis, The
William A. Schaffer, Eugene A. Laurent, and Ernest M. Sutter, Jr. March-April

Grayson Advocates Market System
C. Jackson Grayson, Jr. July-August

Identification of the Decision Parameter in Trade Receivables Administration
John G. Beverly March-April

Industrial Leadership and Empire Building
Henry G. Baker, Sr. Nov.-Dec.

Inherent Uncertainties of R&D, The
Jacob M. Duker Jan.-Feb.

Investment Decision in Forest Production, The
Walter C. Anderson March-April

Investor and Modular Housing, The
Gordon T. Brown Jan.-Feb.

Is There an Ecology-Conscious Market Segment?
Barnett A. Greenberg and Roy A. Herberger . . March-April

Japanese Management
Hakaru Itami Jan.-Feb.

Local Planning for Economic Development: Methods and Procedures
Robert G. Turner and William M. Whitaker, III
. July-August

Management Mix in Research—An Hourglass Concept
James R. Miller March-April

Marketing Management Confronts the Pall of Pollution
Harold W. Fox Jan.-Feb.

MBAs in Georgia . . . How Well Do They Perform?
Theodore T. Herbert July-August

MBAs in Georgia . . . What Do They Earn?
Theodore T. Herbert May-June

MBAs in Georgia . . . Where Are They?
Theodore T. Herbert March-April

Measuring Changes in Average U.S. Tax Sacrifice—1960-1970
Eugene C. Holshouser Jan.-Feb.

Nonreturnable Containers and the Environment
Ben Branch Sept.-Oct.

Optimum Customer Investment in Mail-Order Operation
Chaman L. Jain and Al Migliaro July-August

Peter Principle: An Interpretative Management Model, The
Kenneth T. Cann Jan.-Feb.

Phases I, II, and ?
Reuben E. Slesinger Jan.-Feb.

Private Development of the Rural Labor Force and the Rural Development Act of 1972
Bill R. Miller Sept.-Oct.

Property Tax Financing of Education in Georgia
C. David Billings and John B. Legler March-April

Question of Quality, A
Ward Pafford Nov.-Dec.

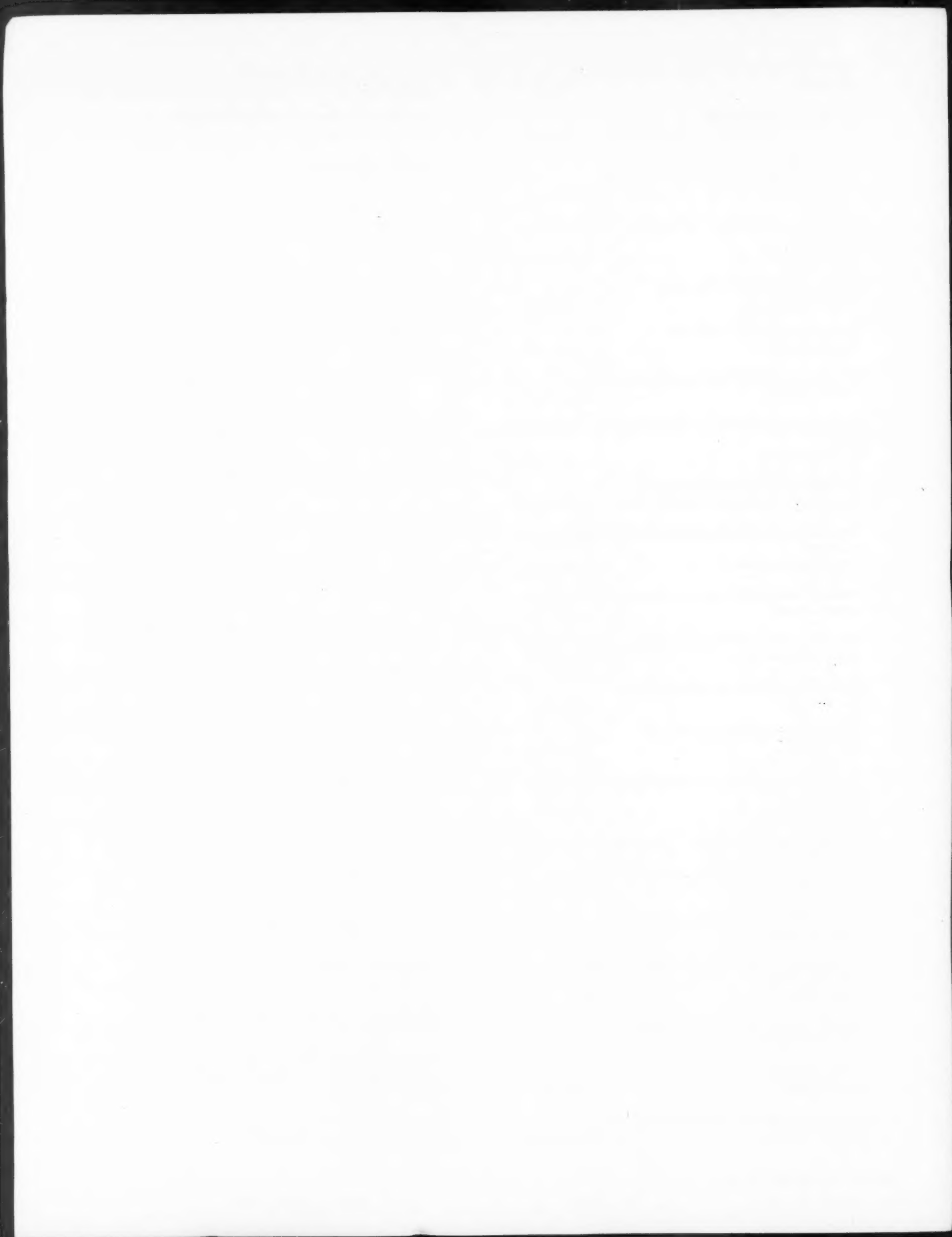
Real Estate Investment Fundamentals
Carl J. Tschappat Jan.-Feb.

Recreational Planning Needs for the Southeast
Kirk H. Stone May-June

Responsibility of the Corporation in Society, The
Robert C. Tueting Sept.-Oct.

Role of Insurance in the Health Care Industry, The
Lyndon E. Dawson, Jr., Audie R. Edwards, and Bobby L. England July-August

Short-Term Real Estate Investments
Carl J. Tschappat and C.R. Griffin Jan.-Feb.



<i>Small Investor and Real Estate, The</i> Kenneth M. Lush	Jan.-Feb.
<i>Systematic Approach to Marketing Decisions, A</i> F. Daniel Müller and Jerry E. Wheat	May-June
<i>Tax-Sheltering Opportunities in Real Estate Investments</i> Jack P. Friedman	Jan.-Feb.
<i>Toward a Four-Day Workweek</i> Robert D. Coston	Sept.-Oct.
<i>Transfusion for What Ails the Enterprising System, A</i> James L. Green	May-June
<i>Unimproved Land as an Investment</i> A. Jackson Worrell	Jan.-Feb.
<i>U.S. Multinational Firms and the Exportation of U.S. Jobs, Capital, and Technology</i> William L. Casey, Jr.	Sept.-Oct.
<i>Velocity of Youth Mobility, The.</i> Richard C. Stapleton	March-April
<i>What Future Now for China Trade?</i> Donald M. Pattillo and Robert A. Repetto	May-June
<i>What the Boss Really Thinks (3)</i> Leon H. Robertson	May-June
<i>What the Boss Really Thinks (4)</i> Leon H. Robertson	Sept.-Oct.

INDEX BY AUTHOR

Alexandrides, C.G.: <i>The Brazilian Market for Georgia Products</i>	March-April
Anderson, Walter C.: <i>The Investment Decision in Forest Production</i>	March-April
Atchison, Jere (co-author): <i>Census Data Are Valuable to Businessmen</i>	March-April
Baker, Henry G., Sr.: <i>Industrial Leadership and Empire Building</i>	Nov.-Dec.
Bederman, Sanford H. (co-author): <i>Data Base Complexities and Problems in the Atlanta S.M.S.A.—A Plea for Standardization</i>	Sept.-Oct.
Bellenger, Danny (co-author): <i>Analyzing Key Economic Sectors of Atlanta</i>	May-June
Belzung, L.D. (co-author): <i>Analysis of Growth in the Electric Power Industry</i>	July-August
Beverly, John G.: <i>Identification of the Decision Parameter in Trade Receivables Administration</i>	March-April

Bhada, Yezdi K.: <i>Dealer's Compliance Costs: Georgia Sales and Use Taxes</i>	Nov.-Dec.
Billings, C. David (co-author): <i>Property Tax Financing of Education in Georgia</i>	March-April
Blum, James D.: <i>Accounting for Human Resources, Another Accounting Alternative</i>	July-August
Blumenfeld, Joshua C. (co-author): <i>Application of a New Psychometric Method to an Old . . . Design . . . Or, Just Joshin'</i>	May-June
Blumenfeld, Warren S.: <i>Application Application</i>	May-June
Blumenfeld, Warren S. (co-author): <i>Application of a New Psychometric Method to an Old . . . Design . . . Or, Just Joshin'</i>	May-June
Bolen, William H.: <i>Consumer Awareness vs. Habits of Mortgage Credit</i>	July-August
Branch, Ben: <i>Nonreturnable Containers and the Environment</i>	Sept.-Oct.
Brown, Gordon T.: <i>The Investor and Modular Housing</i>	Jan.-Feb.
Cann, Kenneth T.: <i>The Peter Principle: An Interpretative Management Model</i>	Jan.-Feb.
Casey, William L., Jr.: <i>U.S. Multinational Firms and the Exportation of U.S. Jobs, Capital, and Technology</i>	Sept.-Oct.
Coston, Robert D.: <i>Toward a Four-Day Workweek</i>	Sept.-Oct.
Cummings, Paul W.: <i>The Generation Gap Employee: Management's Newest Challenge</i>	Jan.-Feb.
Davidson, Lawrence S. (co-author): <i>An Economic-Base Multiplier for Atlanta</i>	July-August
Davis, Sid (co-author): <i>The Changing Pattern of Activity Location in the Atlanta Metropolitan Area</i>	July-August
Dawson, Lyndon E., Jr. (co-author): <i>The Role of Insurance in the Health Care Industry</i>	July-August
Duker, Jacob M.: <i>The Inherent Uncertainties of R&D</i>	Jan.-Feb.
Easter, James (co-author): <i>Differences in Rural Health</i>	Sept.-Oct.
Edwards, Audie R. (co-author): <i>The Role of Insurance in the Health Care Industry</i>	July-August
Elliott, Merwyn L.: <i>The Constant Growth Rate Assumption in Discounted Cash Flow Cost of Equity Analysis</i>	Sept.-Oct.
England, Bobby L. (co-author): <i>The Role of Insurance in the Health Care Industry</i>	July-August
Ethridge, M. Dean: <i>Employment Income Versus Welfare Income: A Break-Even Analysis</i>	Nov.-Dec.

[Faint, illegible text, likely bleed-through from the reverse side of the page]

Flowers, Ed B.: *Future Shock in International Finance* March-April

Fox, Harold W.: *A Framework for Functional Coordination* Nov.-Dec.

Fox, Harold W.: *Marketing Management Confronts the Pall of Pollution* Jan.-Feb.

Frey, William H.: *Business—A Philosophy of Life?* July-August

Friedman, Jack P.: *Tax-Sheltering Opportunities in Real Estate Investments* Jan.-Feb.

Furse, David H. (co-author): *Corporate Images Are Products Too!* Sept.-Oct.

Godbey, William L. (co-author): *Application of a New Psychometric Method to an Old . . . Design . . . Or, Just Joshin'* May-June

Grayson, C. Jackson, Jr.: *Grayson Advocates Market System* July-August

Green, James L.: *The Economic Setting for America, Midyear—1973* July-August

Green, James L.: *A Transfusion for What Ails the Enterprising System* May-June

Greenberg, Barnett A. (co-author): *Is There an Ecology-Conscious Market Segment?* March-April

Griffin, C.R. (co-author): *Short-Term Real Estate Investments* Jan.-Feb.

Hamill, James (co-author): *Differences in Rural Health* Sept.-Oct.

Hartshorn, Truman A. (co-author): *The Changing Pattern of Activity Location in the Atlanta Metropolitan Area* July-August

Herberger, Roy A. (co-author): *Is There an Ecology-Conscious Market Segment?* March-April

Herbert, Theodore T.: *MBAs in Georgia . . . How Well Do They Perform?* July-August

Herbert, Theodore T.: *MBAs in Georgia . . . What Do They Earn?* May-June

Herbert, Theodore T.: *MBAs in Georgia . . . Where Are They?* March-April

Holshouser, Eugene C.: *Measuring Changes in Average U.S. Tax Sacrifice—1960-1970* Jan.-Feb.

Imes, Ivan E. (co-author): *Brainwaves for Businessmen* Nov.-Dec.

Itami, Hakaru: *Japanese Management* Jan.-Feb.

Jain, Chaman L. (co-author): *Optimum Customer Investment in Mail-Order Operation* July-August

Jedel, Michael Jay (co-author): *Barriers to Minority Employment* Nov.-Dec.

Jewell, Stanley R. (co-author): *Capital Budgeting Problems in Companies With Internationally Distributed Investments* Nov.-Dec.

Knobel, R.J. (co-author): *Differences in Rural Health* Sept.-Oct.

Konstans, Constantine (co-author): *Financial Analysis for Small Businesses* March-April

Konstans, Constantine: *Financial Analysis for Small Businesses: An Application of the Model* May-June

Kujawa, Duane (co-author): *Barriers to Minority Employment* Nov.-Dec.

Kushner, Adele (co-author): *Census Data Are Valuable to Businessmen* March-April

Laurent, Eugene A. (co-author): *The Georgia Economic Model—A Nontechnical Lesson in Input-Output Analysis* March-April

Legler, John B. (co-author): *Property Tax Financing of Education in Georgia* March-April

Long, C. Richard: *Economic Outlook for 1972-1973* Jan.-Feb.

Lusht, Kenneth M.: *The Small Investor and Real Estate* Jan.-Feb.

Martin, Randall P. (co-author): *Financial Analysis for Small Businesses* March-April

Migliaro, Al (co-author): *Optimum Customer Investment in Mail-Order Operation* July-August

Miller, Bill R.: *Private Development of the Rural Labor Force and the Rural Development Act of 1972* Sept.-Oct.

Miller, F. Daniel (co-author): *A Systematic Approach to Marketing Decisions* May-June

Miller, James R. (co-author): *Data Base Complexities and Problems in the Atlanta S.M.S.A.—A Plea for Standardization* Sept.-Oct.

Miller, James R.: *Management Mix in Research—An Hourglass Concept* March-April

Openshaw, Howard: *Atlanta's Housing Imbalance* May-June

Pafford, Ward: *A Question of Quality* Nov.-Dec.

Pattillo, Donald M. (co-author): *What Future Now for China Trade?* May-June

Purcell, Joseph C.: *Food Prices and Food Purchasing Power of Labor Earnings* Sept.-Oct.

Repetto, Robert A. (co-author): *What Future Now for China Trade?* May-June

Ricks, David A. (co-author): *Capital Budgeting Problems in Companies With Internationally Distributed Investments* Nov.-Dec.

1870

1871

1872

1873

1874

1875

1876

1877

1878

1879

1880

1881

1882

1883

1884

1885

1886

1887

1888

1889

1890

1891

1892

1893

1894

1895

Robertson, Leon H.: *What the Boss Really Thinks (3)*
..... May-June

Robertson, Leon H.: *What the Boss Really Thinks (4)*
..... Sept.-Oct.

Sawyer, George C.: *Creating Markets for New Products: Some Dimensions of the Sales Forecasting Problem*
..... Nov.-Dec.

Schaffer, William A. (co-author): *An Economic-Base Multiplier for Atlanta* July-August

Schaffer, William A. (co-author): *The Georgia Economic Model—A Nontechnical Lesson in Input-Output Analysis*
..... March-April

Scott, David L. (co-author): *Analysis of Growth in the Electric Power Industry* July-August

Slesinger, Reuben E.: *Phases I, II, and?*
..... Jan.-Feb.

Snyder, James C.: *Financial Management and Planning in Local Government* Nov.-Dec.

Stapleton, Richard C.: *The Velocity of Youth Mobility*
..... March-April

Steilen, Charles F. (co-author): *Corporate Images Are Products Too!* Sept.-Oct.

Stolen, J.D.: *The Demand for Money: Some Policy Applications* Nov.-Dec.

Stone, Kirk H.: *Recreational Planning Needs for the Southeast* May-June

Sutter, Ernest M., Jr. (co-author): *The Georgia Economic Model—A Nontechnical Lesson in Input-Output Analysis*
..... March-April

Tschappat, Carl J.: *Real Estate Investment Fundamentals*
..... Jan.-Feb.

Tschappat, Carl J. (co-author): *Short-Term Real Estate Investments* Jan.-Feb.

Tueting, Robert C.: *The Responsibility of the Corporation in Society* Sept.-Oct.

Turner, Robert G. (co-author): *Local Planning for Economic Development: Methods and Procedures* July-August

Wacht, Richard F.: *Economic Determinants of Physician Distribution in Georgia* Sept.-Oct.

Weigand, E.L. (co-author): *Brainwaves for Businessmen*
..... Nov.-Dec.

Wheat, Jerry E. (co-author): *A Systematic Approach to Marketing Decisions* May-June

Whitaker, William M. III (co-author): *Local Planning for Economic Development: Methods and Procedures*
..... July-August

Worrell, A. Jackson: *Unimproved Land as an Investment*
..... Jan.-Feb.

Yavas, Ugas (co-author): *Analyzing Key Economic Sectors of Atlanta* May-June

Zigli, Ronald M.: *Economic Impact of the University*
..... May-June

INDEX BY SUBJECT

ACCOUNTING

Accounting for Human Resources, Another Accounting Alternative
James D. Blum July-August

ATLANTA

Analyzing Key Economic Sectors of Atlanta
Danny Bellenger and Ugas Yavas May-June

Atlanta's Housing Imbalance
Howard Openshaw May-June

Changing Pattern of Activity Location in the Atlanta Metropolitan Area, The
Sid Davis and Truman A. Hartshorn July-August

Data Base Complexities and Problems in the Atlanta S.M.S.A.—A Plea for Standardization
Sanford H. Bederman and James R. Miller Sept.-Oct.

Economic-Base Multiplier for Atlanta, An
Lawrence S. Davidson and William A. Schaffer
..... July-August

BEHAVIORAL/HUMAN RELATIONS

Application Application
Warren S. Blumenfeld May-June

Application of a New Psychometric Method to an Old ... Design ... Or, Just Joshin'
Warren S. Blumenfeld, William L. Godbey, and
Joshua C. Blumenfeld May-June

Brainwaves for Businessmen
Ivan E. Imes and E.L. Weigand Nov.-Dec.

Generation Gap Employee: Management's Newest Challenge, The
Paul W. Cummings Jan.-Feb.

Peter Principle: An Interpretative Management Model, The
Kenneth T. Cann Jan.-Feb.

Toward a Four-Day Workweek
Robert D. Coston Sept.-Oct.

BUSINESS—GENERAL

Business—A Philosophy of Life?
William H. Frey July-August

1. The first part of the document discusses the importance of maintaining accurate records of all transactions and activities. It emphasizes the need for transparency and accountability in financial reporting.

2. The second part of the document outlines the various methods and techniques used to collect and analyze data. It includes a detailed description of the experimental procedures and the statistical analysis performed.

3. The third part of the document presents the results of the study. It includes a series of tables and graphs that illustrate the findings of the research. The data shows a clear trend of increasing activity over time.

4. The fourth part of the document discusses the implications of the findings. It suggests that the results have significant implications for the field of study and may lead to further research in this area.

5. The fifth part of the document concludes the study. It summarizes the key findings and provides a final statement on the importance of the research.

MBAs in Georgia... How Well Do They Perform?
Theodore T. Herbert July-August

MBAs in Georgia... Where Are They?
Theodore T. Herbert March-April

COSTS/PRICES/WAGES

Dealer's Compliance Costs: Georgia Sales and Use Taxes
Yezdi K. Bhada Nov.-Dec.

Food Prices and Food Purchasing Power of Labor Earnings
Joseph C. Purcell Sept.-Oct.

MBAs in Georgia... What Do They Earn?
Theodore T. Herbert May-June

Phases I, II, and ?
Reuben E. Slesinger Jan.-Feb.

CREDIT/COLLECTION/RECEIVABLES

Consumer Awareness vs. Habits of Mortgage Credit
William H. Bolen July-August

Identification of the Decision Parameter in Trade Receivables Administration
John G. Beverly March-April

DECISION SCIENCES/QUANTITATIVE METHODS

Constant Growth Rate Assumption in Discounted Cash Flow Cost of Equity Analysis, The
Merwyn L. Elliott Sept.-Oct.

Financial Management and Planning in Local Government
James C. Snyder Nov.-Dec.

Systematic Approach to Marketing Decisions, A
F. Daniel Miller and Jerry E. Wheat May-June

ECONOMICS-ANALYSIS/CONDITIONS

Analysis of Growth in the Electric Power Industry
David L. Scott and L.D. Belzung July-August

Analyzing Key Economic Sectors of Atlanta
Danny Bellenger and Ugas Yavas May-June

Census Data Are Valuable to Businessmen
Adele Kushner and Jere Atchison March-April

Data Base Complexities and Problems in the Atlanta S.M.S.A.-A Plea for Standardization
Sanford H. Bederman and James R. Miller Sept.-Oct.

Demand for Money: Some Policy Applications, The
J.D. Stolen Nov.-Dec.

Economic-Base Multiplier for Atlanta, An
Lawrence S. Davidson and William A. Schaffer July-August

Economic Determinants of Physician Distribution in Georgia
Richard F. Wacht Sept.-Oct.

Economic Impact of the University
Ronald M. Zigli May-June

Economic Outlook for 1972-1973
C. Richard Long Jan.-Feb.

Economic Setting for America, Midyear-1973, The
James L. Green July-August

Employment Income Versus Welfare Income: A Break-Even Analysis
M. Dean Ethridge Nov.-Dec.

Georgia Economic Model-A Nontechnical Lesson in Input-Output Analysis, The
William A. Schaffer, Eugene A. Laurent, and Ernest M. Sutter, Jr. March-April

Grayson Advocates Market System
C. Jackson Grayson, Jr. July-August

Local Planning for Economic Development: Methods and Procedures
Robert G. Turner and William M. Whitaker, III July-August

Phases I, II, and ?
Reuben E. Slesinger Jan.-Feb.

Toward a Four-Day Workweek
Robert D. Coston Sept.-Oct.

Transfusion for What Ails the Enterprising System, A
James L. Green May-June

Velocity of Youth Mobility, The
Richard C. Stapleton March-April

What Future Now for China Trade?
Donald M. Pattillo and Robert A. Repetto May-June

EDUCATION

Economic Impact of the University
Ronald M. Zigli May-June

MBAs in Georgia... How Well Do They Perform?
Theodore T. Herbert July-August

MBAs in Georgia... What Do They Earn?
Theodore T. Herbert May-June

MBAs in Georgia... Where Are They?
Theodore T. Herbert March-April

Property Tax Financing of Education in Georgia
C. David Billings and John B. Legler March-April

ENVIRONMENT/NATURAL RESOURCES/ECOLOGY

Investment Decision in Forest Production, The
Walter C. Anderson March-April

Is There an Ecology-Conscious Market Segment?
Barnett A. Greenberg and Roy A. Herberger March-April

Nonreturnable Containers and the Environment
Ben Branch Sept.-Oct.

Recreational Planning Needs for the Southeast
Kirk H. Stone May-June



FINANCE/INVESTMENT/CAPITAL

Capital Budgeting Problems in Companies With Internationally Distributed Investments
David A. Ricks and Stanley R. Jewell Nov.-Dec.

Constant Growth Rate Assumption in Discounted Cash Flow Cost of Equity Analysis, The
Merwyn L. Elliott Sept.-Oct.

Financial Analysis for Small Businesses
Constantine Konstans and Randall P. Martin . . March-April

Financial Analysis for Small Businesses: An Application of the Model
Constantine Konstans May-June

Future Shock in International Finance
Ed B. Flowers March-April

Optimum Customer Investment in Mail-Order Operation
Chaman L. Jain and Al Migliaro July-August

FOOD INDUSTRY

Food Prices and Food Purchasing Power of Labor Earnings
Joseph C. Purcell Sept.-Oct.

GEORGIA REGION

Brazilian Market for Georgia Products, The
C.G. Alexandrides March-April

Dealer's Compliance Costs: Georgia Sales and Use Taxes
Yezdi K. Bhada Nov.-Dec.

Georgia Economic Model—A Nontechnical Lesson in Input-Output Analysis, The
William A. Schaffer, Eugene A. Laurent, and Ernest M. Sutter, Jr. March-April

GOVERNMENT REGULATION

Economic Setting for America, Midyear—1973, The
James L. Green July-August

Private Development of the Rural Labor Force and the Rural Development Act of 1972
Bill R. Miller Sept.-Oct.

HEALTH/CARE/MEDICAL

Differences in Rural Health
R.J. Knobel, James Easter, and James Hamill . . Sept.-Oct.

Economic Determinants of Physician Distribution in Georgia
Richard F. Wacht Sept.-Oct.

Role of Insurance in the Health Care Industry, The
Lyndon E. Dawson, Jr., Audie R. Edwards, and Bobby L. England July-August

HOUSING INDUSTRY

Atlanta's Housing Imbalance
Howard Openshaw May-June

Investor and Modular Housing, The
Gordon T. Brown Jan.-Feb.

INDUSTRIES/OTHER

Analysis of Growth in the Electric Power Industry
David L. Scott and L.D. Belzung July-August

Industrial Leadership and Empire Building
Henry G. Baker, Sr. Nov.-Dec.

Investment Decision in Forest Production, The
Walter C. Anderson March-April

INSURANCE/RISK

Role of Insurance in the Health Care Industry, The
Lyndon E. Dawson, Jr., Audie R. Edwards, and Bobby L. England July-August

INTERNATIONAL/MULTINATIONAL/GLOBAL/EXPORT

Brazilian Market for Georgia Products, The
C.G. Alexandrides March-April

Capital Budgeting Problems in Companies With Internationally Distributed Investments
David A. Ricks and Stanley R. Jewell Nov.-Dec.

Future Shock in International Finance
Ed B. Flowers March-April

Japanese Management
Hakaru Itami Jan.-Feb.

U.S. Multinational Firms and the Exportation of U.S. Jobs, Capital, and Technology
William L. Casey, Jr. Sept.-Oct.

What Future Now for China Trade?
Donald M. Pattillo and Robert A. Repetto . . . May-June

LABOR-RELATIONS/TRAINING

Accounting for Human Resources, Another Accounting Alternative
James D. Blum July-August

Generation Gap Employee: Management's Newest Challenge, The
Paul W. Cummings Jan.-Feb.

Private Development of the Rural Labor Force and the Rural Development Act of 1972
Bill R. Miller Sept.-Oct.

LEGAL/ETHICS/SOCIAL RESPONSIBILITY

Barriers to Minority Employment
Michael Jay Jedel and Duane Kujawa Nov.-Dec.

Marketing Management Confronts the Pall of Pollution
Harold W. Fox Jan.-Feb.

Responsibility of the Corporation in Society, The
Robert C. Tuetting Sept.-Oct.

What the Boss Really Thinks (3)
Leon H. Robertson May-June

MANAGEMENT/ADMINISTRATION/EXECUTIVE/DIRECTOR

Application Application
Warren S. Blumenfeld May-June



Application of a New Psychometric Method to an Old . . . Design . . . Or, Just Joshin'
Warren S. Blumenfeld, William L. Godbey, and
Joshua C. Blumenfeld May-June

Financial Management and Planning in Local Government
James C. Snyder Nov.-Dec.

Management Mix in Research—An Hourglass Concept
James R. Miller March-April

Peter Principle: An Interpretative Management Model, The
Kenneth T. Cann Jan.-Feb.

Responsibility of the Corporation in Society, The
Robert C. Tuetting Sept.-Oct.

What the Boss Really Thinks (4)
Leon H. Robertson Sept.-Oct.

MARKETING/PROMOTION/RESEARCH/ ADVERTISING/SALES

Corporate Images Are Products Too!
Charles F. Steilen and David H. Furse Sept.-Oct.

*Creating Markets for New Products: Some Dimensions of
the Sales Forecasting Problem*
George C. Sawyer Nov.-Dec.

Framework for Functional Coordination, A
Harold W. Fox Nov.-Dec.

Grayson Advocates Market System
C. Jackson Grayson, Jr. July-August

Is There an Ecology-Conscious Market Segment?
Barnett A. Greenberg and Roy A. Herberger . . March-April

Marketing Management Confronts the Pall of Pollution
Harold W. Fox Jan.-Feb.

Optimum Customer Investment in Mail-Order Operation
Chaman L. Jain and Al Migliaro July-August

Systematic Approach to Marketing Decisions, A
F. Daniel Miller and Jerry E. Wheat May-June

MINORITY AFFAIRS/BUSINESS

Barriers to Minority Employment
Michael Jay Jedel and Duane Kujawa Nov.-Dec.

MOTIVATION/LEADERSHIP

Industrial Leadership and Empire Building
Henry G. Baker, Sr. Nov.-Dec.

PHILOSOPHY/POLICY

Business—A Philosophy of Life?
William H. Frey July-August

Japanese Management
Hakaru Itami Jan.-Feb.

Question of Quality, A
Ward Pafford Nov.-Dec.

What the Boss Really Thinks (3)
Leon H. Robertson May-June

PUBLIC/PERSONNEL RELATIONS

Corporate Images Are Products Too!
Charles F. Steilen and David H. Furse Sept.-Oct.

REAL ESTATE/LAND USE/DEVELOPMENT

Investor and Modular Housing, The
Gordon T. Brown Jan.-Feb.

Real Estate Investment Fundamentals
Carl J. Tschappat Jan.-Feb.

Short-Term Real Estate Investments
Carl J. Tschappat and C.R. Griffin Jan.-Feb.

Small Investor and Real Estate, The
Kenneth M. Lusht Jan.-Feb.

Tax-Sheltering Opportunities in Real Estate Investments
Jack P. Friedman Jan.-Feb.

Unimproved Land as an Investment
A. Jackson Worrell Jan.-Feb.

RESEARCH/DEVELOPMENT/INNOVATION/ TECHNOLOGY

Inherent Uncertainties of R&D, The
Jacob M. Duker Jan.-Feb.

Management Mix in Research—An Hourglass Concept
James R. Miller March-April

What the Boss Really Thinks (4)
Leon H. Robertson Sept.-Oct.

SMALL BUSINESS/ENTREPRENEURSHIP

Financial Analysis for Small Businesses
Constantine Konstans and Randall P. Martin . . March-April

*Financial Analysis for Small Businesses: An Application of
the Model*
Constantine Konstans May-June

SOUTHEAST REGION

Recreational Planning Needs for the Southeast
Kirk H. Stone May-June

TAXATION/WELFARE

*Employment Income Versus Welfare Income: A Break-Even
Analysis*
M. Dean Ethridge Nov.-Dec.

*Measuring Changes in Average U.S. Tax Sacrifice—
1960-1970*
Eugene C. Holshouser Jan.-Feb.

Property Tax Financing of Education in Georgia
C. David Billings and John B. Legler March-April

TRANSPORTATION

*Changing Pattern of Activity Location in the Atlanta
Metropolitan Area, The*
Sid Davis and Truman A. Hartshorn July-August

